

## Final Questions & Answers for the Graphics RFP Job #09-11-IT

Q: In review of the Spring/Summer 2011 brochure, we noticed that there are a number of highlighted "promotion" boxes similar to the "Box Car Drive In!" promotion found on page #14. Are these graphically built promotion boxes created by the City of Kirkland or is the responsibility of designing them that of the contract designer?

A: These are a mixture. Sometimes our in-house graphics designer does them for us... other times the outside designer does.

Q: The RFP states that it is the expectation that the contract designer must have a selection of stock photographs that will be used within the brochure. We can provide this but we would like some clarification. Q: Is it the policy/tendency for the City of Kirkland to reuse any of the photos from past brochures or will every photo need to be new? If you have an estimate to the number of photos that will need to be provided, can you provide us with this estimate?

A: About 80% is stock... and we have repeated photos at times.

Q: The RFP states that the City of Kirkland will provide the contract designer with the initial content for the brochure. In what file format will this information be provided?

A: Many formats, word files, pdf, eps, .jpg, and others.

Q: I am located in Chicago and will be submitting a proposal for your RFP on behalf on my company <snip>. My question is how many times, if any, will there be actual face to face meetings needed for each publication?

A: We usually meet with design staff three different times. Typically these are face to face meetings, but we are willing to explore other options.